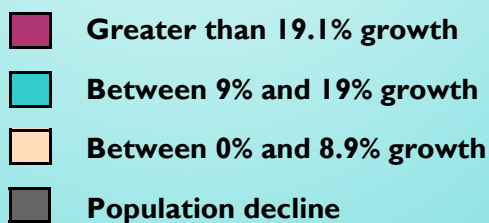
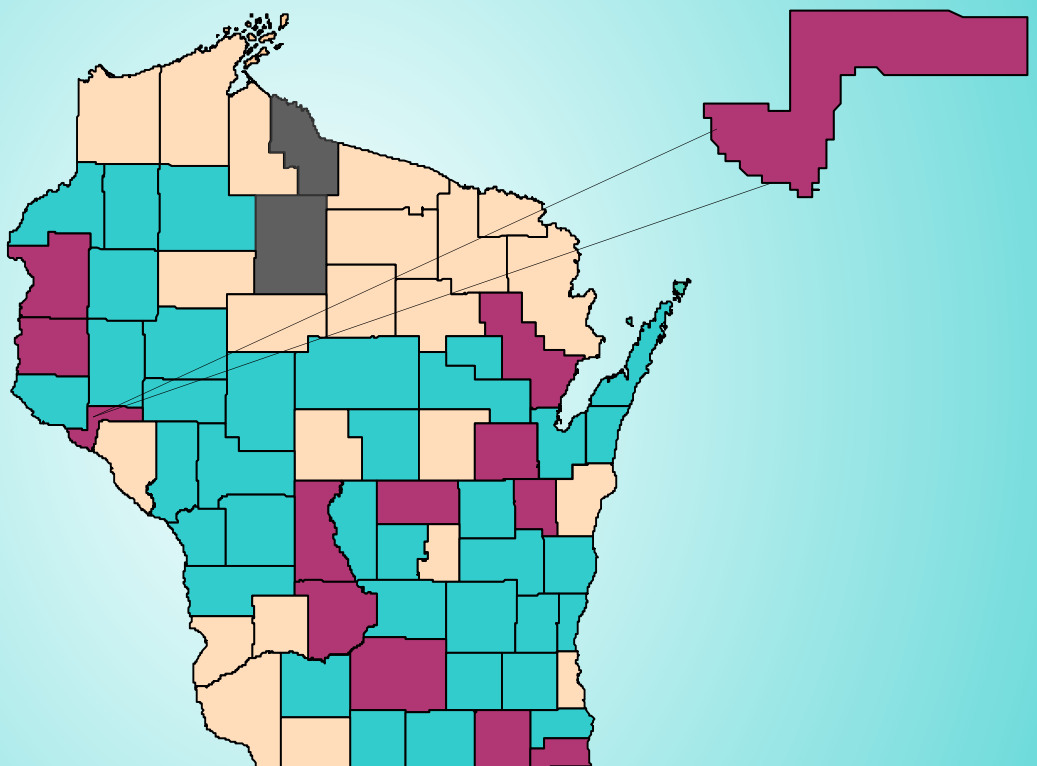


Pepin County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

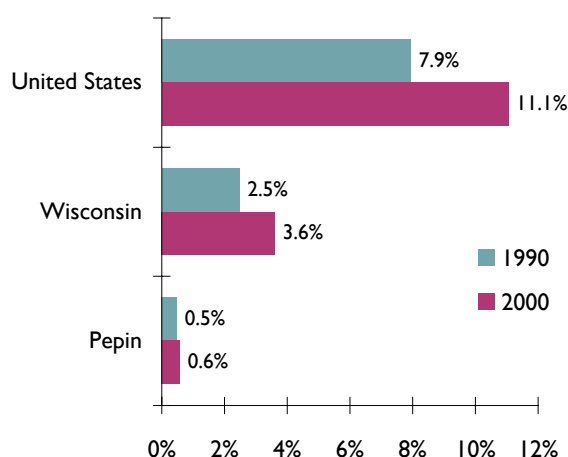
The official population estimate in Pepin County for April 2000 was 7,213 and the population increased 3.7 percent through December 31, 2001. However, state demographers agree that the population in the Town of Stockholm should be closer to 165, roughly 90 more than the census count. This would produce an increase in county population of 2.6 percent, which is still greater than the increase in either the state or nation. (Revised 01/04)

This undercount has an impact on other estimates and projections, although the overall trends remain. Most of the increase in population is still from migration since the estimate from natural causes would not change (the state collects data on births and deaths, not census). While the increase from migration may not total 270, the migration rate would still exceed the rate in other non-metropolitan counties and the state. (Revised 01/04)

The increase in population from natural causes totaled just 22 even though there were 147 births in the county. One reason why the increase in population from natural causes is so much lower than other counties is that the median age in Pepin County in 2000 was 38.7 years, higher than in many Wisconsin counties.

Another reason for fewer births is that there is less ethnic diversity in the population and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some degree in Wisconsin, an increase in births is linked to the non-white populations. Even

Share of Foreign-born Residents



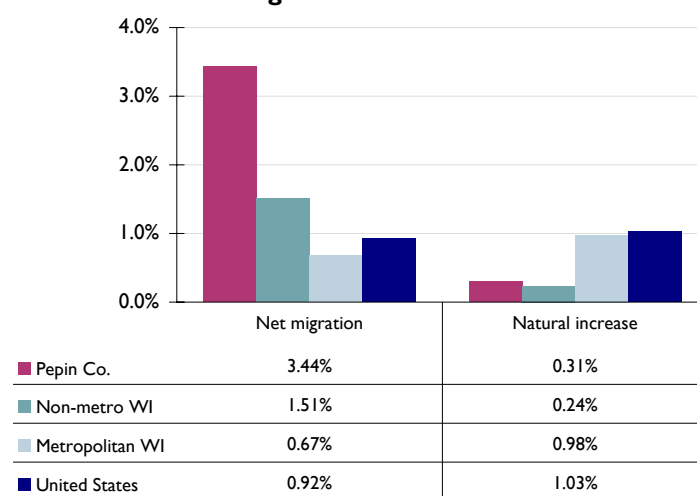
Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Pepin County	7,213	7,483	3.7%
Largest Municipalities			
Durand, City	1,968	1,981	0.7%
Pepin, Village	878	929	5.8%
Waterville, Town	859	870	1.3%
Lima, Town	716	730	2.0%
Albany, Town	620	682	10.0%
Durand, Town	694	678	-2.3%
Pepin, Town	580	606	4.5%
Waubeek, Town	364	378	3.8%
Frankfort, Town	362	364	0.6%
Stockholm, Town*	75	168	124.0%

* Census 2000 undercount. Revised from original publication 01/04.

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

though the number of births to whites is still the greatest share of all births, that is declining as births to other ethnic groups is increasing.

Most of the foreign-born residents were born in European countries, followed by those born in Asian and other North American countries. Half of the total foreign-born population in 2000 of 42 moved to the county in the last ten years.

Population by age projections from the Wisconsin Demographic Services section show that the share

(Continued on page 2)

Pepin County Workforce Profile

Population Projections by Age Groups in Pepin County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	228	262	263	352	192	172	227	265	289	269	264	152	160	140	148	243
Female	198	239	298	293	155	155	224	235	304	230	215	184	173	142	131	411
2005																
Male	253	253	286	279	288	219	195	248	278	305	285	280	158	160	135	275
Female	242	220	262	301	230	184	172	238	250	311	237	223	185	166	132	381
2010																
Male	257	275	270	304	228	327	250	214	262	296	327	304	295	161	159	293
Female	247	263	236	264	235	269	204	184	255	256	321	246	225	178	156	360
2015																
Male	263	274	288	266	241	254	355	264	225	266	301	334	297	284	150	310
Female	251	264	277	235	203	273	291	216	196	259	261	329	245	215	166	365
2020																
Male	277	279	288	283	215	272	272	372	278	228	270	307	325	286	265	315
Female	265	268	280	275	180	236	293	305	229	198	264	267	326	234	200	385

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

of population over the age of 60 will increase from 21 percent in 2000 to 27 percent in 2020 as the population under 20 years old declines from 30 percent to 25 percent. Again, these projections include overall county trends less effected by the undercount of population in one township.

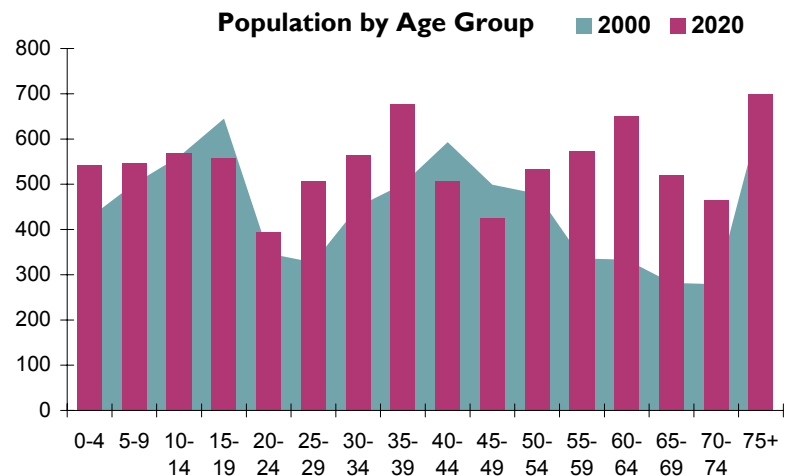
Pepin County will be among the fastest growing counties in the next 20 years. From 2000 to 2020 the population is projected to increase 21.1 percent with the addition of roughly 1,500 residents.

Some of that increase is projected in the youngest and middle age groups; but most will occur in the older age groups. The graph on the right illustrates just how much of the population will be over 55 years old in 2020 compared to 2000.

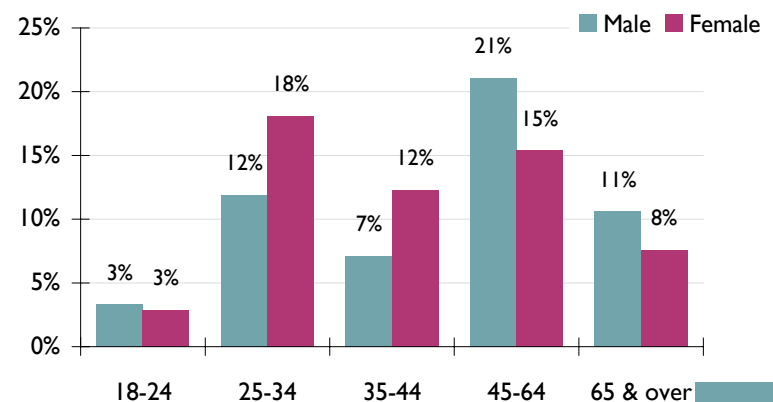
The front bars, representing 2020, exceed the background area in most age groups.

The background also shows the surge in population from the baby-boom, now in their late-30s and mid-50s and another, smaller surge in births in the late 80s, now in their late teens. The increase in 2020 of the 25-39 year old groups is from these births and migration.

The bottom graph in some ways tracks the out-migration of youth from the county. In the 25-34 year old group, roughly 15 percent of the population has a college degree. That drops to less than 10 percent of the next age group as students graduate and then leave the area to find jobs. This is a small share of residents with college degrees compared with the state.



Percent of age group with at least a Bachelor's degree in Pepin County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates peak in the middle age groups, then decline significantly at age 62. This reflects the changing needs and desire of people to work. Younger residents are in school, middle-aged residents have financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Pepin County in 2002 was 57.4 percent, lower than in the state and lower than the LFPR of 66.6 percent in the United States. There is a major difference, however, between the labor force participation rate based on census data (higher than 57%) and the rate based on Bureau of Labor Statistics data. The discontinuity may be from the number of farmers in the county who account for 16% of all employment in the census.

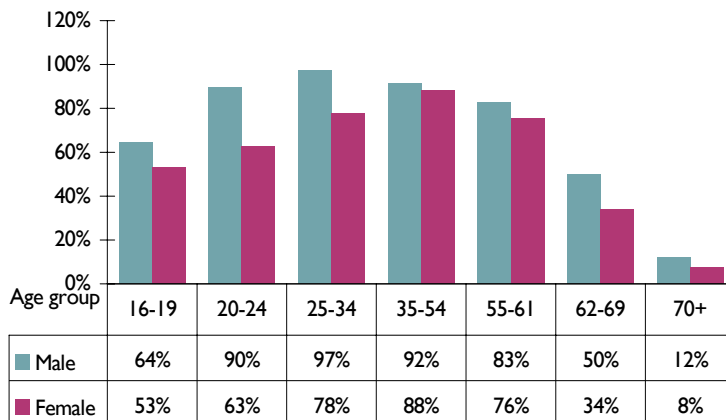
The participation rates by age are from census and include lower participation of younger females and residents 55-61 years old. Statewide, the participation rates of the three youngest age groups were 64, 81, and 81 percent, respectively, and in the 55-61 year old group in male and female LFPR in Wisconsin were 77 and 65 percent, respectively.

The lower participation rates of older residents become increasingly more significant as a greater number of residents enter those groups but the anticipated increase in residents between the ages of 25 and 39 favors an increase in the labor pool in Pepin County.

By 2020 the total labor force age population (16 years and older) will increase from 5,600 to 6,970 but the share of population over 55 years old will increase from 34 to 42 percent. Because of projected growth in the younger population, however, the labor force in the county is projected to increase 21 percent in the next twenty-year period

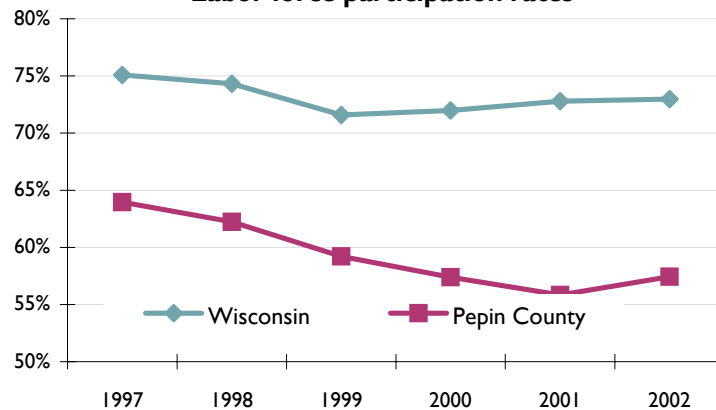
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Pepin Labor Force Participation by Age & Sex in 2000



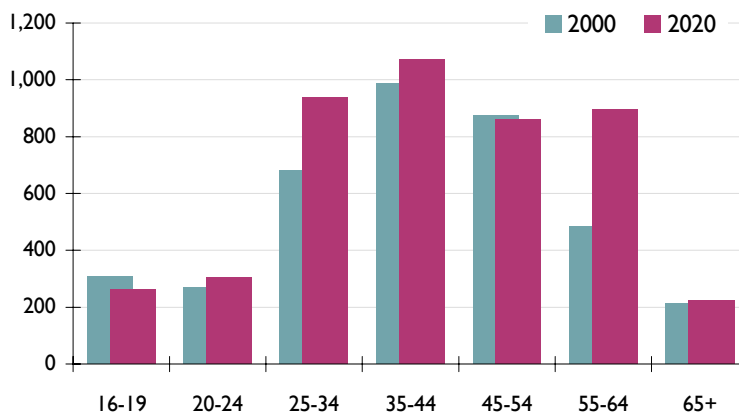
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Pepin County



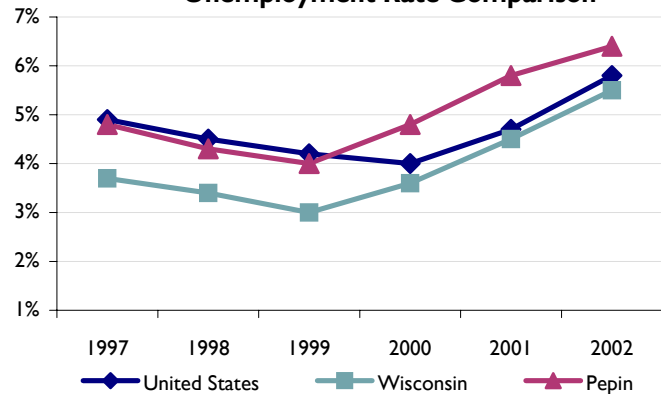
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Pepin County Workforce Profile

compared to a decline of 3.8 percent from 1980 to 2000. These projections, used in the graph on page 3, assume current participation rates by age and sex of the projected population for 2020.

However, since 1997 there has been a slow erosion in the current labor force. In 1997 the total labor force in Pepin County was 3,470 and the unemployment rate was 4.8 percent. The labor force declined to 3,260 in 2002 and the unemployment rate increased to 6.4 percent, the highest level since 1992. Any small change in the labor force results in a major change in the county unemployment rate.

Unemployment Rate Comparison



Pepin County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	3,468	3,427	3,174	3,175	3,209	3,264
Employed	3,301	3,280	3,047	3,023	3,023	3,054
Unemployed	167	147	127	152	186	210
Unemployment Rate	4.8%	4.3%	4.0%	4.8%	5.8%	6.4%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Pepin County is in the west central region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turnover is high and wages are low. There are a few exceptions on the list: registered nurses and truck drivers. Both require a greater degree of education or training and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that increases from 2,000 to 2,200 jobs increased only 10 percent.

West Central Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$17.37
	Network/Computer Systems Admin	Bachelor's degree	\$15.59
	Computer Software Engrs Apps	Bachelor's degree	\$30.52
	Medical Assts	1-12 mo. on-the-job training	\$11.45
	Social/Human Service Assts	1-12 mo. on-the-job training	\$11.96
	Medical Records/Health Info Techs	Associate degree	\$11.38
	Computer/Information Systems Mgrs	Work experience & degree	\$25.56
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$8.19
	Child Care Wrkrs	1-month or less training	\$7.91
	Pharmacy Techs	1-12 mo. on-the-job training	\$9.90
Most Openings	Retail Salespersons	1-month or less training	\$9.70
	Cashiers	1-month or less training	\$7.25
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.10
	Waiters/Waitresses	1-month or less training	\$7.27
	Registered Nurses	Bachelor's degree	\$21.57
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.71
	Stock Clerks/Order Fillers	1-month or less training	\$8.84
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.03
	Bartenders	1-month or less training	\$7.98
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.11

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001

West Central WDA includes Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

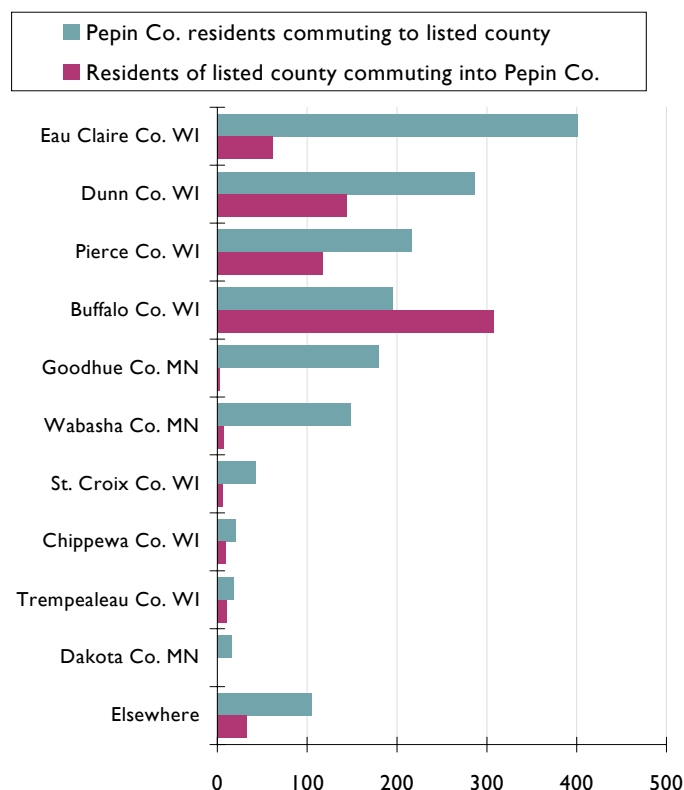
The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. It is a key piece of information when profiling the workforce of a local community, especially in Pepin County where a large share of the workforce leaves the county for jobs. In Wisconsin, commut-

ing patterns for municipalities are also available every ten years from the census and were released in April 2003.

In Pepin County, 1,631 residents, 46 percent of the workers who live in the county, traveled out of the county for a job. One in every four workers who left the county headed for destinations in Minnesota, especially to employers in the City of Red Wing in Goodhue County and the cities of Wabasha and Lake City in Wabasha counties.

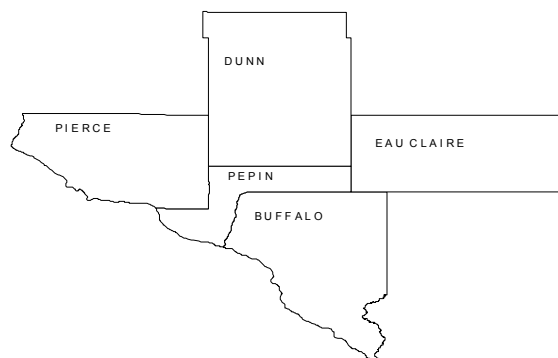
Most workers who leave the county, though, are headed for jobs in Eau Claire, Dunn and Pierce counties in Wisconsin. For residents in eastern Pepin County the primary destinations are the cities of Eau Claire or Menomonie. Those travelling to Pierce County are headed for Plum City or the Town of Trenton. The fact that so many residents travel out of the county for a job is one of the reasons that the labor force in Pepin County is greater than the number of jobs with area employers.

Employers in Pepin County do attract roughly 700 workers from neighboring counties. Most of those workers are from Buffalo County although a fair number also travel from Dunn and Pierce counties. The primary destination of incoming workers is employers in the City of Durand.



	Pepin Co. residents commuting to listed county	Residents of listed county commuting into Pepin Co.	Net gain or loss of workers
Eau Claire Co. WI	401	62	-339
Dunn Co. WI	287	144	-143
Pierce Co. WI	216	118	-98
Buffalo Co. WI	195	308	113
Goodhue Co. MN	180	3	-177
Wabasha Co. MN	149	7	-142
St. Croix Co. WI	43	6	-37
Chippewa Co. WI	21	10	-11
Trempealeau Co. WI	18	11	-7
Dakota Co. MN	16	not avail.	not avail.
Elsewhere	105	33	-72

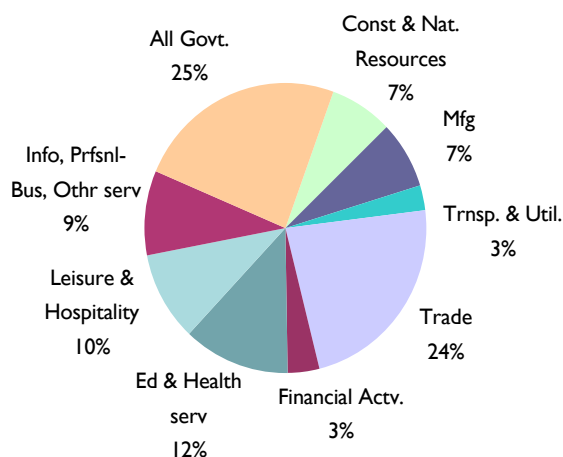
Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment - Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Pepin County Industry Distribution: 2002



Because NAICS is so different, revisions to earlier years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2000 were published for states and metropolitan areas.

There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new industry sectors for leisure and hospitality and information. Also under NAICS loggers were also reassigned from manufacturing to natural resources. Transportation is grouped with warehousing, and most jobs in communication moved to a new information sector.

Some of the changes to the Pepin employment estimates for 2002 are visible in the table below (SIC distribution uses unrevised estimates). Wholesale and retail trade jobs declined to 23 percent of total employment in NAICS from 33 percent in SIC. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. The old services industry division was split into several new sectors, including hotels and lodging facilities, education and health services, and professional & business services. It will now be much easier to monitor changes in these important sectors of the new economy, especially the rapidly expanding health services sector. It is grouped with private education, but most education jobs are included in the public sector in the

(Continued on page 7)

2002 Industry Employment in Pepin County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	161	7%	Construction & Mining	8%
Manufacturing	167	7%	Manufacturing	7%
Transportation, warehousing & utilities	64	3%	Transportation, utilities & communication	5%
Trade (wholesale & retail)	515	23%	Wholesale trade	12%
			Retail trade	21%
Financial activities	76	3%	Finance, insurance & real estate	3%
Information, professional & business services, other services	207	9%	Services & misc (incl. agr, forestry, fishing)	19%
Education and health services	279	12%	Government	25%
Leisure & hospitality	222	10%		
Government	542	24%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Pepin County Workforce Profile

monthly estimates.

The lists of top ten industries and employers in Pepin County uses the North American Industry Classification System. In this list all private and public education were grouped together making it the largest industry sector in the county, as it has been for several years. One big change with this list over previous years is the sub-groups within health services, two of which appear on the top industry list.

Together the largest industry sectors provide over half of all the jobs in the county while the ten largest employers provide 42 percent of the jobs. Two of those employers are from public education and one is county government. Somewhat unique in Pepin County are the three retail trade employers are on the list. Generally, trade employers are too small to be included among the top ten in a county.

Top 10 Industry Groups in Pepin County

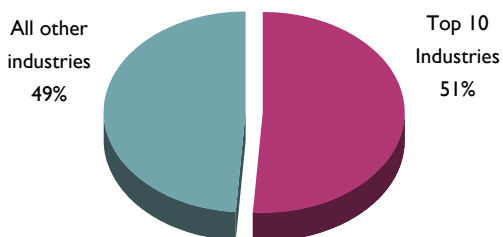
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	*	*	*
Food Services and Drinking Places	16	160	-8
Hospitals	*	*	*
Merchant Wholesalers, Nondurable Goods	7	105	17
Motor Vehicle and Parts Dealers	7	102	3
Merchant Wholesalers, Durable Goods	5	83	2
Nursing and Residential Care Facilities	*	*	*
Construction of Buildings	9	72	-8
Gasoline Stations	4	63	-7
Food And Beverage Stores	*	*	*

*data suppressed to maintain confidentiality

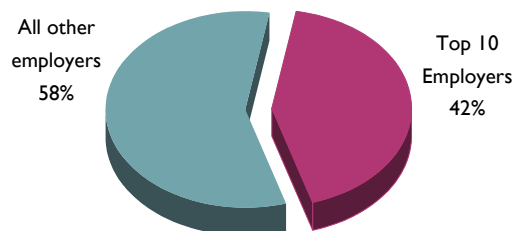
Top 10 Employers in Pepin County

Company	Product or Service	Size
School District of Durand	Elementary & secondary schools	100-249
Bauer Built, Inc.	Tires, tubes, retreading, gasoline, carwash	100-249
Chippewa Valley Hosp. & Oakview Care Cer	General medical - surgical hospitals & nursing facility	100-249
County of Pepin	Executive & legislative offices, combined	100-249
Countryside Coop.	Gasoline stations with convenience stores	50-99
Pepin Public School	Elementary & secondary schools	50-99
Pepin Manor	Nursing care facilities	50-99
Harbor View Cafe	Full-service restaurants	50-99
Erickson IGA Durand	Supermarkets and other grocery (except convenience) stores	50-99
Durand Builders Service, Inc.	Industrial building construction	20-49

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Pepin County Workforce Profile

The bottom graph emphasizes the strong presence of trade, transportation and utilities employers in Pepin County. Roughly 29 percent of all jobs in the county and 26 percent of total payroll is from employers in this sector. The annual average wage for workers in this sector in 2002 was only \$22,542, however, much lower than the average wage for similar workers statewide.

The average wage for all workers in Pepin County of \$24,606 increased 2.1 percent from the 2001 average of \$24,107. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages the new sectors, there are still details on part time jobs and temporary employment missing that are key components to annual average wages.

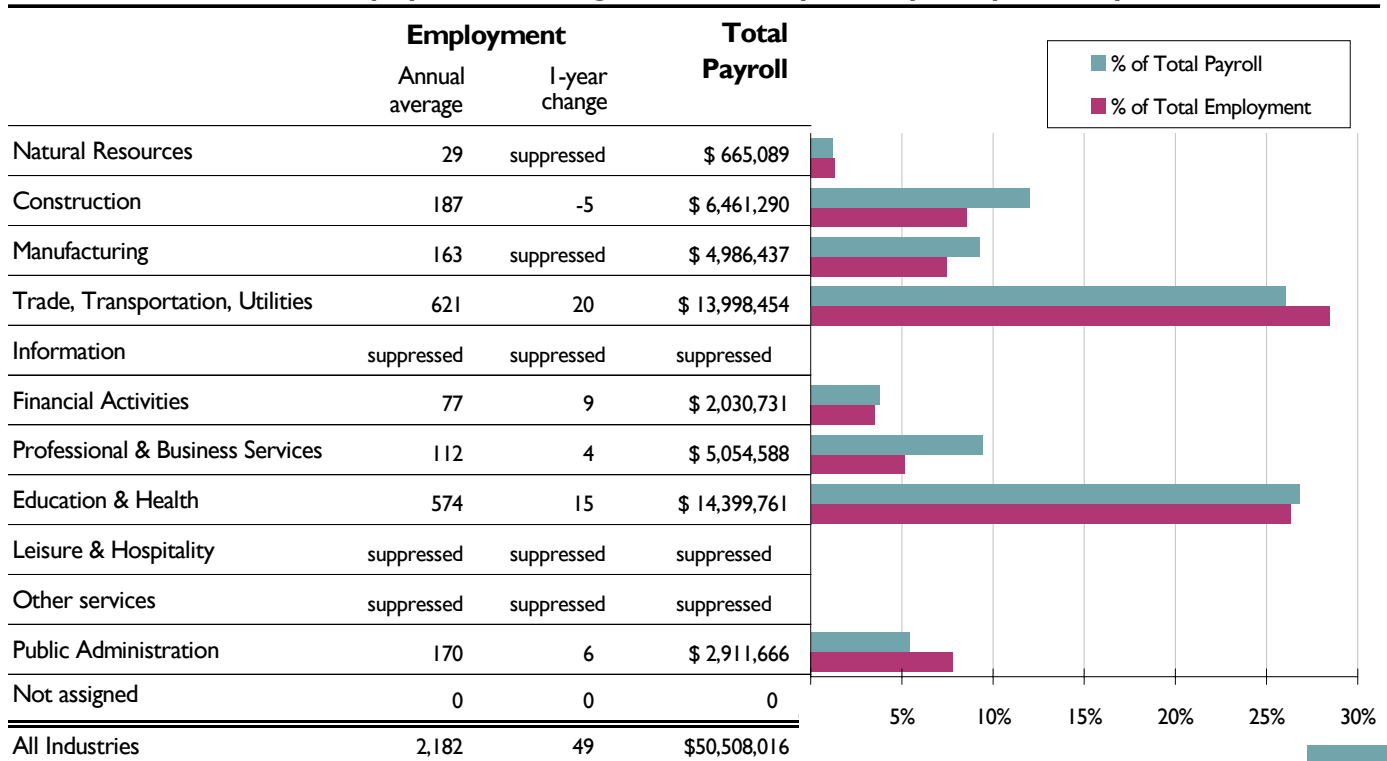
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Pepin County	Wisconsin	% change
All Industries	\$ 32,422	\$ 24,606	76%	2.1%
Natural resources	\$ 25,481	\$ 22,934	90%	Not avail.
Construction	\$ 39,649	\$ 34,552	87%	1.3%
Manufacturing	\$ 40,584	\$ 30,592	75%	Not avail.
Trade, Transportation, Utilities	\$ 28,422	\$ 22,542	79%	3.4%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 26,373	65%	-2.2%
Professional & Business Services	\$ 36,324	\$ 45,130	124%	6.9%
Education & Health	\$ 33,768	\$ 25,087	74%	0.8%
Leisure & Hospitality	\$ 11,837	suppressed	suppressed	suppressed
Other services	\$ 19,500	suppressed	suppressed	suppressed
Public Administration	\$ 33,769	\$ 17,127	51%	0.5%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Census 2000 revealed that 23.7 percent of the workforce works part time and 20.1 percent works less than 40 weeks per year. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year.

2002 Employment and Wage Distribution by Industry in Pepin County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Pepin County. Even though net earnings comprise 59.4% of total county income that is less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is higher in Pepin County.

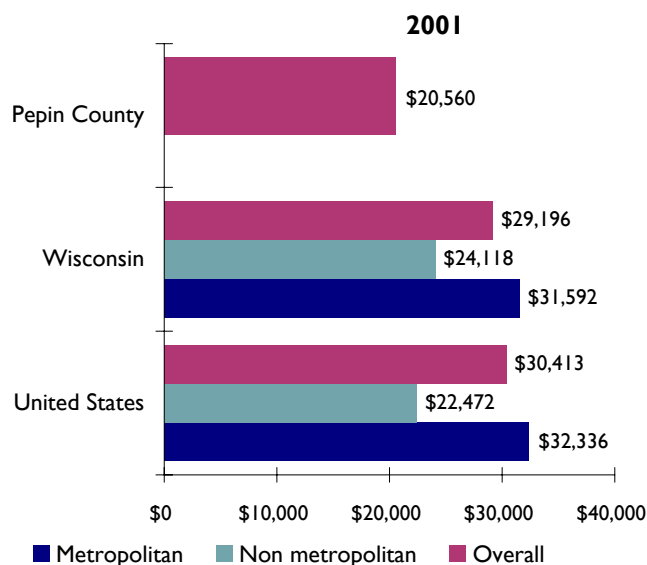
The higher share of transfer payments, plus an annual average wage that is much lower than in the state,

contribute to a lower per capita personal income in the county. The gap closes however if you compare Pepin County only to other non-metropolitan areas in Wisconsin and the nation. Non-metropolitan wages are lower primarily because the jobs available in metro areas are in occupations that demand higher salaries and the competition for workers drives up wages.

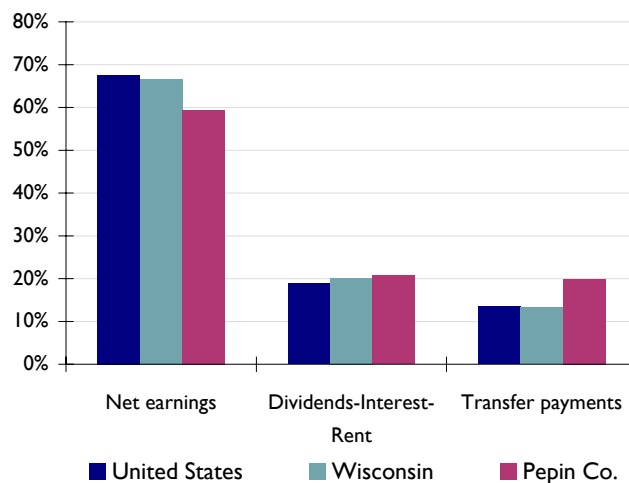
The Pepin County PCPI of \$20,560 in 2001 was 68 percent of the national PCPI and 70 percent of the state. It ranked 63rd among the 72 counties in Wisconsin.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Pepin County	\$18,192	\$18,348	\$19,623	\$19,893	\$20,579	\$20,560	-0.1%	13.0%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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